

CONTRACT


WVIT
1422 New Britain Ave
West Hartford, CT 06110
(860) 521-3030

www.nbcconnecticut.com

And:

MENTZER MEDIA
DO NOT MAIL
600 FAIRMOUNT AVENUE
SUITE 306
TOWSON, MD 21286

Contract / Revision		Alt Order #
334258 / 2		
Product		
SENATE 2012		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/02/12 - 10/08/12	1319	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
LINDA MCMAHON FOR SENATE	09/10/12 / 10/05/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WVIT	Corey Lane	Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u>		
RA35+		
		<u>Total Ratings</u>
		262.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
1021		
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
42748	20828	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WVIT	10/02/12	10/07/12	6-7A CT NEWS TODAY	6A-7A		:30				NM	2	\$900.00
IP													
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>									
Week: 10/01/12		10/07/12	--W----	2									
2	WVIT	10/02/12	10/07/12	12-1P AH LIVE	12P-1P		:30				NM	6	\$450.00
IP													
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>									
Week: 10/01/12		10/07/12	-1221--	6									
3	WVIT	10/02/12	10/07/12	4-5P ELLEN	4P-5P		:30				NM	8	\$1,400.00
IP													
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>									
Week: 10/01/12		10/07/12	-1222--	7									
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
3		WVIT	10/01/12-10/07/12	4-5P ELLEN	4P-5P	-TuWThF----	:30		\$200.00	3.00	NM		
See MG 3.8,3.9													
NA-NOT AVAILABLE													
8	WVIT	10/01/12-10/07/12	3-4PM STEVE HARVEY	3P-4P	MTuWThF----		:30		\$150.00	2.50	NM		
M MG for 3.3 10/03													
9	WVIT	10/01/12-10/07/12	4305A CT NEW TODAY M-F	430A-5A	MTuWThF----		:30		\$50.00	0.50	NM		
M MG for 3.3 10/03													
4	WVIT	10/02/12	10/07/12	5-6P CT NEWS @ 5PM	5P-6P		:30				NM	7	\$3,850.00
IP													
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>									
Week: 10/01/12		10/07/12	-2221--	7					\$550.00	4.00			
5	WVIT	10/02/12	10/07/12	6-630P M-F CT NEWS @ 6	6P-630P		:30				NM	3	\$2,400.00
IP													
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>									

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision	Alt Order #
334258 / 2	

Contract Dates	Product	Estimate #
10/02/12 - 10/08/12	SENATE 2012	1319

Advertiser	Original Date / Revision
LINDA MCMAHON FOR S	09/10/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/				
									Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	- 111---				3	\$800.00	5.00			
6	WVT	10/02/12	10/07/12	7-730P EXTRA	7P-730P		:30				NM	4	\$1,800.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	- 1111--				4	\$450.00	3.00			
7	WVT	10/02/12	10/07/12	730-8P ACCESS HOLLYWO	730P-8P		:30				NM	4	\$1,800.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	- 1111--				4	\$450.00	3.00			
8	WVT	10/02/12	10/07/12	1135-1235A TONIGHT SHO	1135P-1235A		:30				NM	4	\$900.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	- 1111--				4	\$225.00	3.00			
9	WVT	10/02/12	10/07/12	11-1135P LATE NEWS	11P-1135P		:30				NM	4	\$3,200.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	- 111-1-				4	\$800.00	4.00			
10	WVT	10/02/12	10/07/12	T8-8P VOICE-RESULTS	8P-9P		:30				NM	1	\$2,200.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	- T-----				1	\$2,200.00	6.00			
11	WVT	10/02/12	10/07/12	PRESIDENTIAL DEBATE	9P-11P		:30				NM	3	\$6,000.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	--W---				2	\$3,000.00	4.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>						
2	WVT		10/01/12-10/07/12	PRESIDENTIAL DEBATE	9P-11P	--W-----	:30		\$3,000.00	4.00	NM		
				See MG 11.3,11.4									
				NA-NOT AVAILABLE									
3	WVT		10/01/12-10/07/12	FTBL NIGHT AMERICA	7P-815P	-----St	:30		\$1,000.00	2.00	NM		
(M)				See MG 11.5									
				PREEMPT-CLIENT REQUEST									
4	WVT		10/01/12-10/07/12	1030A-1130A SU MTP	1030A-1130A	-----St	:30		\$2,000.00	2.00	NM		
(M)				MG for 11.2 10/03									
5	WVT		10/01/12-10/07/12	10-1030A CHRIS MATTHEW	10-1030A	-----St	:30		\$1,000.00	2.00	NM		
(M)				MG for 11.3 10/07									
12	WVT	10/02/12	10/07/12	F9-10P GRIMM	9-10P		:30				NM	1	\$1,000.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--				1	\$1,000.00	4.00			

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FOR NBC CONTRACTS:

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Contract / Revision	Alt Order #
334258 / 2	

Contract Dates	Product	Estimate #
10/02/12 - 10/08/12	SENATE 2012	1319

Advertiser	Original Date / Revision
LINDA MCMAHON FOR S	09/10/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/			
									Rate	Rating	Spots	
Spot	Ch	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Spots/Week	Rate	Rtn	Type	Amount
		Start Date	End Date	Weekdays	Spots/Week	Start/End Time	Weekdays	Length	Rate	Rtg	Type	
1	WVIT	10/01/12-10/07/12		F9-10P GRIMM		9-10P	-----F---	:30	\$1,000.00	4.00	NM	
		See MG 12.2										
		NA-NOT AVAILABLE										
2	WVIT	10/01/12-10/07/12		FTBL NIGHT AMERICA		7P-815P	-----St	:30	\$1,000.00	4.00	NM	
		(M) MG for 12.1 10/05										
13	WVIT	10/02/12	10/07/12	10-11P DATELINE NBC		10P-11P		:30			NM	1 \$1,500.00
		IP										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
		Week: 10/01/12	10/07/12	----F--	1	\$1,500.00	3.00					
14	WVIT	10/02/12	10/07/12	6-7A CT NEWS TODAY		6A-7A		:30			NM	1 \$100.00
		IP										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
		Week: 10/01/12	10/07/12	----S-	1	\$100.00	2.00					
15	WVIT	10/02/12	10/07/12	7-9A SATURDAY TODAY		7A-9A		:30			NM	1 \$350.00
		IP										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
		Week: 10/01/12	10/07/12	----S-	1	\$350.00	4.00					
16	WVIT	10/02/12	10/07/12	9-10A CT NEWS TODAY		9A-10A		:30			NM	1 \$300.00
		IP										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
		Week: 10/01/12	10/07/12	----S-	1	\$300.00	4.00					
17	WVIT	10/02/12	10/07/12	NOTRE DAME PRIME		8p-11p		:30			NM	2 \$1,500.00
		IP										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
		Week: 10/01/12	10/07/12	----S-	2	\$750.00	4.00					
18	WVIT	10/02/12	10/07/12	6-630P CT NEWS SAT @ 6P-630P				:30			NM	1 \$550.00
		IP										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
		Week: 10/01/12	10/07/12	----S-	1	\$550.00	6.00					
19	WVIT	10/02/12	10/07/12	6-630P CT NEWS SUN @ 6P-630P				:30			NM	1 \$550.00
		IP										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
		Week: 10/01/12	10/07/12	----S-	1	\$550.00	6.00					
20	WVIT	10/02/12	10/07/12	7-8A CT NEWS TODAY		7A-8A		:30			NM	1 \$175.00
		IP										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
		Week: 10/01/12	10/07/12	----S-	1	\$175.00	3.00					
21	WVIT	10/02/12	10/07/12	8-9A SUNDAY TODAY		8A-9A		:30			NM	1 \$350.00
		IP										
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
		Week: 10/01/12	10/07/12	----S-	1	\$350.00	4.00					
22	WVIT	10/02/12	10/07/12	1030A-1130A SU MTP		1030A-1130A		:30			NM	1 \$2,000.00
		IP										

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Contract Dates	Product	Estimate #
10/02/12 - 10/08/12	SENATE 2012	1319

Advertiser	Original Date / Revision
LINDA MCMAHON FOR S	09/10/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/				
									Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$2,000.00	2.00			
23	WVT	10/02/12	10/07/12	FTBL NIGHT AMERICA NON	7P-8P		:30				NM	1	\$1,000.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$1,000.00	2.00			
24	WVT	10/02/12	10/07/12	NFL REG SEASON NON	LO 8P-11P		:30				NM	1	\$3,200.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S				1	\$3,200.00	6.00			
25	WVT	10/08/12	10/08/12	6-7A CT NEWS TODAY	6A-7A		:30				NM	1	\$450.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$450.00	4.00			
26	WVT	10/08/12	10/08/12	12-1P AH LIVE	12P-1P		:30				NM	1	\$75.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$75.00	1.00			
27	WVT	10/08/12	10/08/12	4-5P ELLEN	4P-5P		:30				NM	2	\$400.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				2	\$200.00	3.00			
28	WVT	10/08/12	10/08/12	5-6P CT NEWS @ 5PM	5P-6P		:30				NM	1	\$550.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$550.00	4.00			
29	WVT	10/08/12	10/08/12	6-630P M-F CT NEWS @ 6	6P-630P		:30				NM	1	\$800.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$800.00	5.00			
30	WVT	10/08/12	10/08/12	630-7P NIGHTLY NEWS	630-7P		:30				NM	1	\$2,000.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$2,000.00	6.00			
31	WVT	10/08/12	10/08/12	7-730P EXTRA	7P-730P		:30				NM	1	\$450.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$450.00	3.00			
32	WVT	10/08/12	10/08/12	730-8P ACCESS HOLLYWOOD	730P-8P		:30				NM	1	\$450.00
IP													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----				1	\$450.00	3.00			
33	WVT	10/08/12	10/08/12	1135-1235A TONIGHT SHOW	1135P-1235A		:30				NM	1	\$225.00
IP													

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This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



www.nbccconnecticut.com

Contract / Revision	Alt Order #	
334258 / 2		
Contract Dates	Product	Estimate #
10/02/12 - 10/08/12	SENATE 2012	1319
Advertiser		Original Date / Revision
LINDA MCMAHON FOR S		09/10/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Spots/			
									Rate	Rtn	Type	Spots
		Start Date	End Date	Weekdays								Amount
Week:		Week: 10/08/12	10/14/12	M-----				1	\$225.00	3.00		
34	WVT	10/08/12	10/08/12	11-1135P	LATE NEWS	11P-1135P				:30		NM
	IP											
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating		
Week:		Week: 10/08/12	10/14/12	M-----				1	\$800.00	4.00		
35	WVT	10/08/12	10/08/12	M8-10P	VOICE	8-10P				:30		NM
	CDR											
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating		
Week:		Week: 10/08/12	10/14/12	M-----				1	\$4,000.00	7.00		
36	WVT	10/08/12	10/08/12	M10-11P	REVOLUTION	10P-11P				:30		NM
	IP											
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating		
Week:		Week: 10/08/12	10/14/12	M-----				2	\$1,800.00	5.00		
37	WVT	10/02/12	10/07/12	6-7A	CT NEWS TODAY	6A-7A				:30		NM
	CDR											
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating		
Week:		Week: 10/01/12	10/07/12	---T---				2	\$700.00	4.00		

Totals 262.00 76 \$52,675.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/08/12	76	\$52,675.00	\$44,773.75
Totals	76	\$52,675.00	\$44,773.75

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.